

vertisements, as herein defined, or (d) has permitted directly or indirectly an unregistered or unlicensed person to practice dentistry under his or her direction, or (e) has been guilty of dishonorable or grossly unprofessional conduct, the fact shall be noted by the Board upon the record of registration, and the registration and certificate of the practitioner so offending shall be cancelled; and any person whose registration shall have been cancelled under the provisions of this section shall be deemed an unregistered person, and subject as such to the penalties prescribed for the practice of dentistry by persons that are not duly registered.

The following forms of advertising employed through the usual commercial channels, through the press, by radio or by sign display, shall, upon proof, and such advertising shall be prima facia proof, be considered fraudulent and misleading. Any advertising statements of a character tending to deceive or mislead the public. Advertising professional superiority of the performance of professional services in a superior manner. Advertising definite fixed prices when the nature of the professional service to be rendered and the materials required must be variable. Advertising to practice dentistry without causing pain, or the advertising of the use of any drug, nostrum, patent or proprietary medicine of any unknown formulae, or to advertise any system of anesthetics which is unnamed or not in reality used. No corporation shall display any signs or advertise in any manner except in the names of the duly licensed dentists practicing dentistry in connection with said corporation, and all corporations, individuals or groups of dentists are hereby expressly prohibited from using in the practice of dentistry any parlor or parlor name or display any sign or advertisement of any parlor, trade or assumed name under which the business may be conducted. The employment or making use of advertising solicitors or of free public press agents, is hereby prohibited.

9. Every person shall be deemed to be practicing dentistry within the meaning of the penalties of this Article, (a) who is a manager, proprietor, operator or conductor of a place performing dental operations, or who for a fee, salary or other reward paid or to be paid either to himself or to another person, or gratuitously performs or advertises to perform dental operations of any kind, diagnoses or treats diseases, lesions, malocclusion or mal-position of the human teeth or jaw me-